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# Cornell Countryman



November, 1952

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# IF YOU WANT FACTS!

**... here are some worth talking about**

People often ask if conservation farming pays and, if so, how much?

You can answer an emphatic "yes" to the first part of that question. As to the second part, there's plenty of "how much" evidence.\* Take this sample:

In Illinois they've studied the subject for years. All the farms studied showed a better net income after a good conservation program had been put into effect. Among a group of central Illinois farms, those where the best conservation practices were followed returned, as a 5-year average, \$6.65 an acre more than similar farms where good soil management was not applied. On a 160-acre farm this extra net income would total more than \$1,000 a year. Farms in other parts of the state showed similar gains from soil conservation practices.

Or take another example—on land that only a few years ago was eroded and worn down, but now has been built up through pasture improvement:

A good grass-legume mixture produced 435 pounds of meat an acre. With beef or lamb at \$28 per hundredweight, that's a gross income of \$122 an acre.

A farmer can make money on production like that, and our American farms are full of similar stories—stories worth retelling and worth repeating right out **on the land.**



\*All figures from published records.  
Reprints of this message available on request.

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## *We are* NEW YORK FARMERS



**WE** are New York farmers. We are Americans. We are farmers. Our grandsires freed this virgin state, plowed it from East to West, and gave it to us. This land is for us and for our children to make richer and more fruitful.

We grow foods, fibers—fifteen times as much as we use.

We grow men and women—farmers, Presidents and Senators, generals of industry, captains of commerce, missionaries, builders.

Communists would call us capitalists, because we own land and we own tools.

Capitalists might choose to call us laborers, because we work with our hands.

Others call us managers, because we direct men and manage materials.

Our children call us "Dad."

We are also deacons, stockholders, mechanics, veterinarians, electricians, schoolboard members, Rotarians, voters, scientists, neighbors, men of good will.

Our rules are Nature's rules, the laws of God.

We command the magic of the seasons and the miracles of science, because we obey Nature's rules.

Our raw materials are soil and seed, animals, the atmosphere, and the rain, and the mighty sun.

We work with brains. We toil with muscles of steel, fed by the fires of lightning and by oils from the inner earth.

We are partners with the laboratory, with the factory, and with all the people.

We provide industry with ever-renewable raw materials from the inexhaustible world of plants. We buy products from the labor of every fellow-citizen.

Our efficiencies have raised great cities and happy towns, and have given all the people meat and bread.

We believe in work and honor.

We believe in freedom.

We are grateful for the American freedom that has let us earn so many blessings.

We know that liberty is our most precious possession. At the ballot-boxes and on the battlefield we shall defend it.

We have proven a new pattern of abundance. We pray that we may also help to make a pattern of peace.



**THE NEW YORK STATE COLLEGE OF AGRICULTURE**

*Cornell University*

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# THE Cornell Countryman

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OUR COVER—*The mood of fall, caught by Robert Fallon, that lures us away from the library on Saturday afternoons and causes the mind to wander from Biology lectures to dreams of hiking through the crunchy leaves with the warm sun on our back. The few short weeks until the first snow falls makes us appreciate such glorious days as these all the more.*

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Vol. L—No. 1

## Your Greatest Gift

Your mind is your greatest gift. In fact, it is the only attribute, aside from one or two anatomical dissimilarities, that separates you from the ape. This is a worthy gift, and should be used to best advantage before it reverts to dust some forty or fifty or sixty years hence. It is a crime to restrict your mind to a fixed scale of numbers, from one to a hundred. To confine it to a dark prison of numerical marks is unpardonable.

### Worship of Marks

You came to college to learn. Since your earliest recollections of childhood, you have felt this growing desire to seek the truth. But at college you are easily beguiled. Swept into the feverish succession of major events, spectacles, parties, and the manifold problems of living and behaving at your own free will, you make an arbitrary scale your god. You blindly worship such modern oddities as semester credit hours and the emptiness of the numerical figures that fall upon you like the sword of Judgement upon the defendant awaiting trial. And by these airy standards you judge yourself, indeed all the society of moderns judges you by them and your success or your failure in this streamlined state of affairs depends entirely upon whether you achieved a 69.99 or a 70.01.

After a prescribed number of years, you know, perhaps, the function of rochelle salts in Fehling's solution, or, if you prefer, you have an intimate knowledge of the F2 ratio in the trihybrid cross. But after all is said and done, just how much do you know about yourself? About the world around you—the land, the sea, the air? About the terrible and infinite blackness of the cosmos in which you are but a microscopic nothing? Have you ever *attempted* to think of such things? Or are you merely a paltry animal in the "ruck of nobodies," content to pass

through life without ever discovering the thousandth, nay the millionth—part of your mental potential?

Were you in such a rush those afternoons to play a game of football that you couldn't spare an hour, a mere minute of your precious time in nurturing your curiosity instead of quenching it, in browsing, thinking, accumulating, perhaps in a library? Were you so harried for time that you could never sit in peace upon a hillside at dusk, far from the infernal roar of automobiles and the pressing mobs of humans, watching the stars appear and wondering, wondering about the relation of physics and chemistry to those silent, faraway spheres, asking "What is the meaning of it all?" and listening for the miraculous answer that can come only to you? Were you so very much preoccupied with party-making and ephemeral joys that you had no evenings to search the enlightening pages of great books, to explore the thoughts of the wisest and the most noble men humanity has produced in its brief history?

### Meatless Skeleton

Or were your only books your botany textbook and your geology manual? Were you so ignorant to think that this skeleton sufficed? The development of the creative mind demands that meat be put upon these stark bones. Never be afraid to let your mind wander. Its furthest, tentative probes into the unknown will be your glory. Never be afraid to think. Now is the time; the decision is up to you. The treasure of the University is yours for four years. The knowledge of mankind is yours, and yet its vast bulk is but a base upon which to build your own philosophy. The entire world is yours if you will but free your mind from its shackles.

—Arthur Dommen

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— Staff

## The Coming Elections

# Pearson's Price Level Theory To Pick Presidents

**Cornell professor employs price changes  
to predict the outcome of major elections.**

By Mike Rulison '53

"Round and round the wheel of fortune goes, where it stops nobody knows." So goes the line of an old song. Nevertheless, each time a major election year rolls around America welcomes back the political prophets and forecasters from their hibernations.

And when the forecasters do come out, two main species are distinguishable: one group composed of analysers basing their predictions on economic trends; and another set — the pollsters — who prepare their forecasts by relying on interviews.

### **Cornell's Prophet**

One of the country's better-known prophets works from right on Cornell's own campus. He is Frank Ashmore Pearson, professor of prices and statistics in the department of agricultural economics.

Professor Pearson is one of the analysts. After studying the rise and fall of wholesale commodity prices, fluctuations in building activity, changes in retail prices, cost-of-living indexes, and other gauges of our country's economic life, he estimates the effect of these factors on the voters.

The basic theory is quite simple. When prices have been rising or high and stable during a party's administration the people will tend to keep that party in office. When prices and building activity have declined or been stable at a low level, then the electorate will replace the ins with the outs.

At this point you can begin to appreciate why the Democratic platform and speakers have been stress-

ing the theme: "You never had it so good."

But this is only the core of the theory and it didn't spring into being overnight. Dr. Pearson came to Cornell first in 1908, receiving his Bachelor of Science degree in the College of Agriculture four years later. Right after that he went to the University of Illinois and worked in their dairy industry department. On returning to Cornell, he received his doctorate degree in 1922 and has been here since, specializing in prices and statistics.

Around 1940 Pearson, who is a staunch Republican, began experimenting with the figures on election returns, attempting to relate them to the economic trends that prevailed preceding the elections.

### **Sidelights on The Professor**

Escaping from the aura his predictions and analysing shed about him, Professor Pearson changes from forecaster extraordinaire to the slight, trimly-dressed Kansan who has become known to his students and readers as the man who is so fond of making quips and has as his motto, "Never underestimate the power of prices." Dr. Pearson's small domain in Warren Hall's basement is full of years' accumulation of cartoons (mainly political) and graphs tacked to the walls. Leading the professor away from the subject of prices one finds him author of several books and an active writer in *Farm Economics*. Out of the office Professor Pearson hobbies at growing fancy flowers and photographing them in color. Some of his slides are beauties, complete with 'Pearson dew' on the bloom.

After working with congressional, and gubernatorial elections without much success he switched to analysing presidential voting records. Here his ideas began to click.

Analyzing 28 elections from 1824 to 1948 he found that in 17 elections when prices were high or rising there was no change in the party in power, while in those 11 contests when prices were low or falling the party in power was removed. For the same elections building activity was not as accurate. When building was low the party was changed 7

sewers and roads are making highs in the construction field. Prices, too, are high, but wholesale prices of 17 domestic commodities are now 18 per cent below their post-Korean peaks. The Dow-Jones commodity price index is now only one percent above its lowest mark in two years—registered last July. The problem is to evaluate the effect of the height of the price versus its recent decline.

August farm prices this year were a bit higher than last year in the Corn and Dairy Belts, but range

people. This year's personal income tax rates are the highest in our history. Although most people are expected to have slightly higher incomes after taxes this year, farmers are slated for a slightly lower net income than last year. In 1948 the situation was reversed with personal income rising and personal taxes declining. In 1952 the investor finds that corporation taxes are about 60 per cent of the profits while in 1948 the taxes were only 40 per cent of the profits. This hits the investor where it hurts and makes the urban consumer somewhat anxious. Recent investigations show that many families in the middle income bracket are more in debt now than they were a year ago.

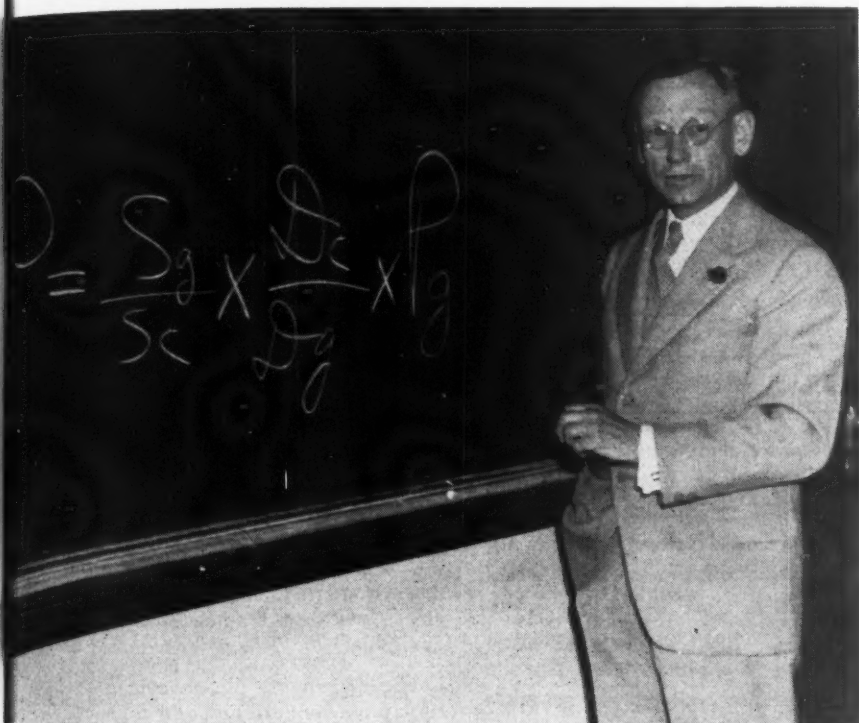
### A Risky Game

Those who would forecast where the wheel of fortune will stop will probably always be playing a risky game. For example, in 1948, many of the previously successful pollsters in predicting a Dewey victory, weren't far wrong. For just 29,000 additional popular votes properly distributed in California, Illinois and Ohio would have brought those states' 97 electoral votes into Dewey's camp and made him president in spite of a two million vote lead which Truman toted up in the popular vote. 29,000 votes in total vote of around 40 million isn't a wide margin of error.

### The '52 Situation

Summing up the '52 situation Professor Pearson concluded that most 1952 economic movements are similar to those in 1948, with the exception of short-term movements in taxes and commodity prices—movements unfavorable for the administration.

As for naming the winning party, Dr. Pearson will only answer the question indirectly. He notes the major trends in prices and building and, on the basis of lack of experience with the high taxes, refuses to evaluate their effect on the voter.



Professor Frank Pearson and his formula for the United States price level.

out of 11 times while when building was high or rising there was no change 13 out of 17 cases. Building activity here is used to indicate the relative prosperity and well-being of urban workers and business men while basic commodity prices serve as an index to the condition of both local and urban populace.

Well, that's the way it has worked out in a number of past elections. Which way do the indicators point in 1952?

The long-term level of commodity prices and building activity is high. Although home construction has passed its peak, the services that go with homes are still at the top;

schools, power plants, churches, cattle, wool, and sheep are down 15 to 30 per cent in price, making the western inter-mountain states more favorable to the Republicans. And the farmer-purchaser is paying near-peak prices for what he buys. His interest and taxes are also tops. These factors may tend to make American farmers apprehensive about the future, despite high prices for his produce and high support levels. And the party in power never likes apprehension in the voters.

A question Dr. Pearson finds new in this election is how the high corporate and personal income taxes will affect the voting record of the

## Party Platforms

# Politics Bids For Farmers Vote

By Conrad Oliven '53

Agricultural platforms of the major political parties were presented at the annual meeting of the New York State Council of Farmer Cooperatives in Statler Auditorium a few weeks ago. Under Secretary of Agriculture Clarence J. McCormack spoke for the Democrats, Senator George D. Aiken of Vermont for the Republicans.

Each representative strongly upheld the principles of his own party's platform and just as strongly denounced the opposition's.



—Staff  
Senator George D. Aiken (left) and Under Secretary of Agriculture Clarence J. McCormack on the rostrum during their explanation of the Republican and Democratic platforms on agriculture.

### Charges and Countercharges

The *Democratic* platform, charged Senator Aiken, is "a masterpiece of adulation." Secretary McCormack urged farmers to think about "the depression of the past—the prosperity of the present—and your hopes for the future." Whereupon Aiken countered that the real basis for present prosperity was "not laid by the controllers and the politicians, but by the scientists, researchers, and extension workers."

And so it went, back and forth, charges and countercharges. The

### Excerpts from the Agricultural Platforms by the major political parties at a recent meeting in Statler Hall.

atmosphere, nevertheless, was friendly. The two men had kind—in all probability, sincere, words for each other. There was agreement on the final aim, though phrased differently.

The *Republican* position toward agriculture is, "A prosperous agriculture with free and independent farmers is fundamental to the national interest."

*Democrats* say, "National prosperity depends upon a vigorous, productive, and expanding agriculture."

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(Space limitations prevent us from giving a verbatim account of the speeches summarized below. Most qualifications, arguments, and rebuttals are necessarily excluded. It is our belief that no attempt has been made to show preference for either side. Anyone wishing to analyze the speeches further may read the complete texts, available in the Countryman office.) Ed. Note.

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### They Agree

Surprisingly enough, the means by which the end results are to be accomplished are not too dissimilar either. *Both parties*, in varying degree, favor price supports, soil conservation practices, expanded research and education, new markets, support of cooperatives, crop insurance, rural electrification.

In addition, the *Democratic Party* lends support to the school lunch program, transportation, assistance in meeting production goals, ade-

quate credit facilities, and establishes a belief that the family farm is the "keystone of American agriculture."

The *Republicans* favor a bipartisan Federal agricultural commission. This is a weak spot in his own party's platform, Aiken declared, insofar as such commissions in the past could only function to the extent permitted by the Secretary of Agriculture.

Let's look at the platforms in greater detail.

### Price Supports

The *Republicans* are aiming at full parity prices for all farm products. They are also in favor of marketing agreements for perishables "when government action is advisable."

The *Democrats* pledge a mandatory price support program at not less than 90 per cent of parity for basic commodities, such as wheat, corn, and cotton. They also hope to extend supports to other storables as well as to producers of perishable commodities. The *Democrats*, however, make no mention of marketing agreements.

In brief, *both parties* favor price supports—the *Republicans* at full or 100 per cent parity, the *Democrats* at 90 per cent of parity.

Sen. Aiken's party would restrict soil conservation payments to practices and improvements of a permanent nature. Soil conservation programs are to be locally ad-

(Continued on page 23)



—R. H. Van De Mark, *The Conservationist*

By Joan Metzger '55

Looking for some deer? No reason to take a long trip. There are hundreds right around here. *Odocoileus americanus*, Virginia, White-tailed—anyway you say it, the meaning is the same.

The Virginia or White-Tailed Deer, commonly known among sportsmen as the "Whitetail," is one of the most widely distributed game animals in the United States. It was the first kind of deer killed for food by the early settlers on the Atlantic Coast and the prophecy has been that it will also be the last of the large hoofed animals of North America to become extinct. Twenty-five or thirty years ago there were only a few dozen animals left. Game officials became worried and the deer were given complete protection. Their numbers have increased so rapidly that it was necessary to have an open deer season to decrease the population.

The White-tail is a sulker, and fond of the thickest cover. It usually takes much strategy and stealth

## Listen to . . .

# Tales of the White Tail

**A trend is reversed; game officials declare a two-day open season on does because of over population.**

to make the kill, as any hunter could probably tell you. It is not uncommon to see a White-tail measuring five feet in length, and three feet high at the shoulders. Add two hundred-eighty pounds more or less and you have one of nature's prizes. The deer in the Adirondacks have difficulty in finding winter food and therefore are smaller than those in the farm sections. This food deficiency is reflected in the reproduction rate, and more farm area deer have twins than those living in the woods.

### Habits and Habitat

In the Adirondacks the deer change their habitat with the season. Soon after the fawns are born, the deer haunt the lakes and stream banks, keeping very close to the water during the hot weather, but coming to the water's edge only after dark. In regions where they are little disturbed, many appear during the day. Before September the dense forests and mountains are again filled with the returning deer. Unlike the mule deer, there is no genuine migration from one big tract to another, and no entire desertion of any locality.

If permitted to live out their lives, deer will probably go from twelve to fifteen years. A scourge called the Black Tongue strikes deer in the South periodically and depletes their ranks quite heavily but being prolific breeders, they quickly restore their numbers. Related species range from Canada and New England to Texas. Naturally many changes of habit are induced by the different climates and

habitats. In the North the mating season is October or November, and the fawns are born in May or June. In Louisiana the seasons are reversed and the fawns are born in January or February. Twins are not rare, the young being fifteen and one-half inches high, and weighing about four and one-half pounds.

Deer became very abundant in fruit growing sections, much to the dismay of the farmers. They chew off the ends of a branch here and there, and consequently kill off the young trees. As a result of this destruction, it was decided to have an open hunting season. Most of the deer in the Ithaca area came from the Catskill regions and Pennsylvania. Their numbers are so great that they are a nuisance. They get into buckwheat and grain crops and are a menace in orchards.

Three years ago something new was added. The archers were allowed to hunt deer with long bows for two weeks before the regular season

(Continued on page 20)

During winter, herds of deer congregate in winter parks for feeding and safety.



—R. H. Van De Mark, *The Conservationist*



## Cornell's Latest Development . . .

# Taste Testing

### Effect of Insecticides on Flavor of Foods

By Sue Finn '53

"Taste-testing" is a science—not just a talent of the gourmets and Duncan Hines.

For the past five years it has played an important part in Cornell's development of new pesticides to control wireworms in the soil and leaf blights.

The department of foods and nutrition has been working with the New York State Department of Entomology to determine if soil insecticides affect the flavor and odor of vegetables. This is important not only to the grower, but to the consumer sitting down to the dinner table.

#### Potato Cookery

Dr. Alice M. Briant, of the foods and nutrition department, has been working mainly with potatoes, cooking them in her test kitchen by several different methods to be judged by a taste panel. The panel consisted of members of the faculty, the clerical staff, and graduate workers of the two cooperating departments.

Dr. Briant chose the cooking methods after considering the properties of the chemicals used for the soil treatments, and of preparations commonly used in the home and in large institutional kitchens. She finally decided to present her

panel with potatoes which had been boiled, steamed, baked, escalloped, and french fried.

She used three or four potatoes for each preparation, cooked them as the homemaker would in her kitchen, then served them in the preparation dishes or on heated glass plates. The samples were served unseasoned so the judges could taste the full flavor of the vegetable.

The cooking and judging were done in the same room. After the potatoes were cooked they were served cafeteria-style in numbered containers along with a score sheet and a pencil to check descriptive terms for odor and flavor. The judges checked "natural" or "off-odor (or off flavor) weak, medium, strong." They were asked to further check if they thought the odor or flavor objectionable.

#### Testing by Taste

The group, while testing, met three days a week, tasting more than six samples each day. Though they were untrained as taste-experts, Miss Briant says they developed exceptionally good sensitivity and judgement.

The order of the samples presented was changed from time to time so that the judges would have an unbiased opinion each day.

These tests have proved that most compounds do cause a change in potato odor and flavor. Potatoes which were boiled, escalloped or french fried had less of an "unusual" flavor than did those which were baked, steamed or cooked in a pressure saucepan.

#### Benzene Hexachloride

Benzene hexachloride has been shown to cause quite an undesirable off-odor and off-flavor. Potato plots treated with the compounds chlordan and heptachlor slightly flavored the potatoes, but the judges did not rate this as objectionable.

The work is important, for though the potato may be saved from wireworm, if the flavor is bad they won't be eaten.

Wireworm control has been one of the greatest taste problems dealt with. It is an old and perplexing one which has been studied by the Cornell Experiment Station since

(Continued on page 21)

# Introducing . . . . Your Friends



—Fallon

## Norma Lee Keough

When Norma Lee Keough graduates from Cornell in June, she will have a wealth of knowledge and experience to help her in home bureau work, her chosen field. As a textiles and clothing major in home ec, Norma Lee or just Lee, has had much practical experience in summer jobs in addition to the theory she has learned in classes. Last summer she was on the college board of Abraham Strauss in Hempstead, Long Island, advising prospective collegians and selling suitable clothes to them.

Her activities at Cornell have been as varied as her summers. Participation in the Wesley Foundation began in Lee's freshman year. She is now its representative on the CURW Student Board. As a sophomore, Lee was V.P. and president of her dorm on East Avenue and a member of Wayside Aftermath. Her junior year began with her election to the House of Representatives from the Circle cottages. She was also a member of WVIC—women's Vocational Information Committee which helps students become more informed on facts concerning careers in which they are interested.

Now in her senior year, Lee is the new president of Omicron Nu and secretary of the Student Christian Movement, an organization of all Protestant groups on campus.

Omicron Nu, under Lee's capable leadership has great plans for this year. They are planning to hold a foreign students panel on what foreign students are taking up in home ec and what they plan to do with it when they go back to their own countries. Also on the agenda is the annual Research Open House for the first week in January.

Lee's enthusiasm for her work and her genuine desire to teach people will be great assets when she starts her extension work upon graduation.

R.K.

## Jim Dolliver

Want to know how to get to sunny California? Jim Dolliver can tell you. For the last three years he has driven over practically every route between Ithaca and his home in San Luis Obispo, California, and has really enjoyed the many four-day trips.

Jim is a plant science major and has used his knowledge to excellent advantage in his summer jobs. Last summer Jim worked for the government in the guayule rubber project located in the Salincis Valley, California. He was assistant to the

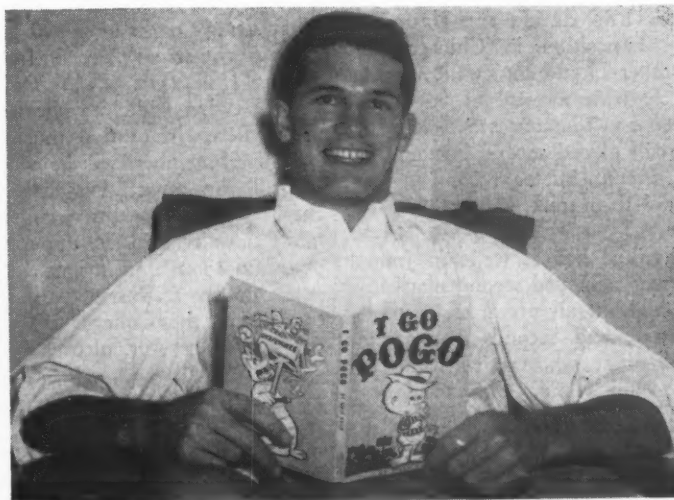
man in charge of seed production. Guayule is a sagebrush-like plant which can be used as an emergency source of natural rubber.

## Campus Life

Here on campus Jim has taken an active part in the Cornell extracurricular life. Jim takes the notes for the senior class council as the secretary of his class. This position places him automatically in Student Council. He also was on the Junior Class Council last year. This year Jim is promotion manager of the Cornell Men's Glee Club. For three years Jim has attended the Freshman Men's Camp as a counselor, which he admits "was a wonderful experience." He holds down the position of prexy of Quill and Dagger and is past president of Red Key. Jim also belongs to Scabbard and Blade, Ho-Nun-De-Kah, and Sigma Phi Fraternity.

Jim has been a contract N.R.O.-T.C. student throughout his college career and after graduation will serve as Ensign with the U. S. Navy. His post-Navy plans include working for the sales department of an agricultural company, preferably on the West coast, and then graduate school.

B.M.



—Pringle

## Jim

# Campus Clearinghouse

## Dairy Products Team Scores High

Cornell took top team and individual honors in September at the Eastern States Intercollegiate Dairy Products Judging Contest at Springfield, Mass.

The highest scoring team among the seven teams from the East competing, Cornell placed first in the all products division and in milk, and second in ice cream, butter and cheese. The last time Cornell won this contest was in 1937.

High individual honors went to Henry N. Charlap, a Cornell senior from Buffalo. He placed first in all products, third in ice cream, fourth in milk, and fifth in cheese and butter.

Another team member, John A. Tarr '53 of Waterloo, won second in milk and butter and fourth in all products and cheese. The third member of the team, Clifford J. Wengert '53 of Lebanon, Penna., was first in milk, fifth in all products and ice cream, and sixth in cheese. Byron A. Schlag '54 of Pittsburgh, Penna., was the alternate.

The following week the team, which is coached by Professor W. E. Shipe, Jr., of the department of dairy industry, made an impressive showing at the International Intercollegiate Dairy Products Judging Contest held during the National Dairy Exposition in Chicago on September 25 and 26. Twenty-eight colleges, with a total of 84 men, competed in the contest.

Cornell placed second in all products, first in butter, second in ice cream, fifth in milk, and seventh in cheese.

Individual honors went to John Tarr, who achieved second place in individuals in all products, second in butter, and second in cheese; Cliff Wengert, who was third in ice cream; and Henry Charlap, who placed second in milk.

The team received several awards, including the Butter Cup, an honor which had gone to Iowa State for the past several years. A \$950 fellow-

ship was awarded to the team, to be used at their discretion.

Ohio State placed first in the judging contest, and Iowa State was third.

## Ag Dom Doings

The Ag Domecon Council has started a full year of activities with an extensive orientation program for the entire upper campus.

At the Activities Fair at Willard Straight Hall, Ag Domecon gave

ogy at Cornell. The name Bacamia, meaning the world of bacteriology, was chosen for the organization.

The original purposes of the club were to bring about a closer contact of the junior and senior classes in bacte, discuss the medical and theoretical aspects of bacteriology and stimulate interest in the field.

For several years the club was very active and even published a small paper up until 1945. The paper "Bac-talk" consisted of several mimeographed pages with subject matter pertaining to the field.



—College of Agriculture  
(Left to right) Clifford Wengert '53, John Tarr '53, Coach W. F. Shipe, Jr., Henry Charlap '53, Byron Schlag '54, members of the 1952 Dairy Products Judging Team.

visitors a "straight from the horse's mouth" idea of the council's work. That Friday night over 400 people came to the street dance in front of Bailey Hall. The Tune Twisters from Dryden added to the festive atmosphere with outdoor music.

Council members will be contacting all the orientation classes in the College of Agriculture about the many activities on the upper campus, and soon applications will be available for freshman representatives from the Colleges of Home Economics and Agriculture.

## Bacamia in Retrospect

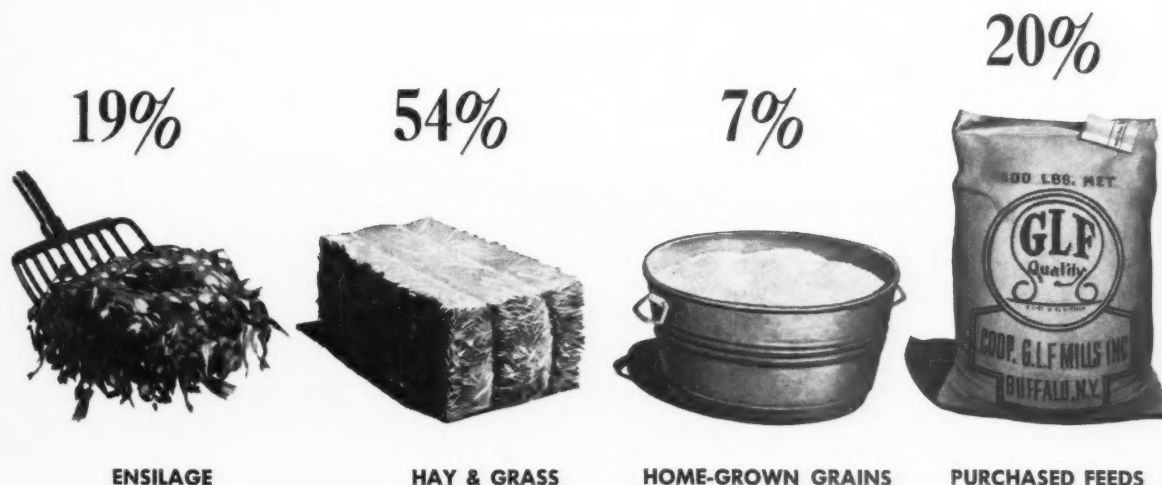
On October 23, 1941, a group of bacteriology students formed an honorary organization for juniors and seniors in the field of bacteriol-

Bacamia became a rather dormant organization during 1947. To revive it, the constitution was rewritten three years ago, making the organization open to all students who had had at least one course in bacte. Last year, under this new constitution the society became very active.

The objectives of the organization are now stated: to promote interest in bacteriology, present topics of interest to those in the field, discuss opportunities in both professional and graduate work, promote student-faculty relations, and carry out a social program for the members.

The plans laid for this coming year in the group are talks and  
(Continued on page 16)

# What Makes Milk?



## Choose From G.L.F. Feeds the One That Balances Roughage and Grain

**N**ATURE didn't make a cow's stomach quite big enough to go with her ability to produce milk from hay and ensilage. A cow producing 30 pounds or more of milk daily needs some grain ration to supplement the hay and ensilage grown on most farms. The better the roughage the less concentrates she needs to meet her nutritional requirements.

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**G.L.F. 18% Dairy**—A favorite among dairymen

who want to feed just a little more protein.

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**G.L.F. Hi-Pro 24%**—Formerly G.L.F. 24% Milk Maker. Can be used as a production feed with poor quality hay or as a mixing feed with home-grown grains.

### Fixed Formula Feeds

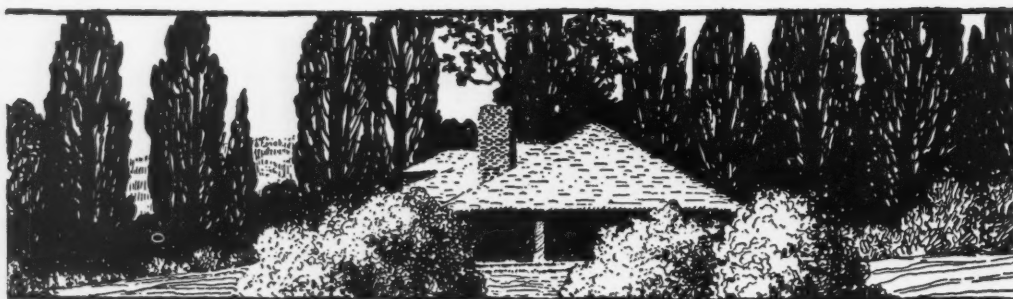
Designated for the dairymen who desire to feed their cows the same feed day after day, particularly farmers who have cows on test or breeding herds.

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## G.L.F. Dairy Feed Service



## Alumnotes

### Agriculture

'34

In the new A. R. Mann Hall Library hangs a painting in oils of the site of Cornell University in 1834. At that time the site was a cow pasture. An engraver by the name of Walton made an engraving of the place from a position on West Hill. This old engraving is Tompkins Co. Historical Association.

A member of the class of 1909 admired the engraving and endeavored to reproduce it in oils. He presented it to the Regional History collection, a branch of the Library housed in Boardman Hall where it remained until it was moved to the new library.

'09

Notice has been received of the death of **S. Jackson Demary** of the class of '09. He died in April, 1950 and is buried in Careleton, Vt.

'26

**L. Peter Ham**, '26 has joined the advertising department of DuPont Co. where he will supervise the promotion of industrial and agricultural products. While at Cornell he was business manager of the **Cornell Countryman** and Assistant Extension editor in the College of Agriculture from 1926-1929. He is a member of Alpha Gamma Rho.

'46

**Dr. Lewellyn S. Mix**, of the class of '46, has just joined the dairy staff of the Beacon Milling Company, Inc., of Cayuga, N. Y. Dr. Mix will be dairy and general livestock nutritionist and will spend considerable time in research.

He was raised on a purebred dairy farm in St. Lawrence, County near Heuvelton, New York. He was very active in 4-H and FFA. Although his stay at Cornell was interrupted by a period in the armed services, Dr. Mix graduated from Cornell in 1946 with an outstanding scholastic record. He completed the work for his doctorate at the University of Minnesota.

### Home Economics

By now the '52 graduates are busy with their new jobs. Many of them are teachers, dietitians, or assistants in their chosen fields.

Among the elementary and nursery school teachers are **Nancy Barner** in Plainfield, N.Y., **Ann Burhus** in Downsville, N.Y., **Joyce Frankel**, Rochester, N.Y.; **Ruth Hartmann**, Bethlehem, Pa.; **Jane Sawyer**, New York City; and **Mary Alice Moore**, Candor, N.Y. Also teaching these grades are **Virginia Benham** in Smithtown Branch, Long Island, N.Y.; **Joan Dutton**, Henrietta, N.Y.; **Barbara Galvin**, Buffalo, N.Y.; **Beverly Johnson James**, Lewiston, N.Y.; **Arlene Nadel**, Wappingers Falls, N.Y.; and **Carolyn Lovejoy McNeal**, Englewood, N.J.

The College of Home Economics graduated many who chose to teach home economics. **Bonita Jane Benson** is teaching in Dansville, N. Y.; **Catherine McDonald**, in Lake Placid, N. Y.; **Loretta Bode**, in Ironduois, N. Y.; **Emile Stuhlmuller**, in Tioga Center, N. Y.; **Caroline Booth**, Henrietta, N. Y.; and **Lois Schumacher**, in West Hartford, Conn. Other home ec. teachers are **Barbara Glick Frankenbach** in Bridgeham-

ton, N. Y.; **Suzanne Hayward Hinman**, in Gary, Ind.; **Anne Hill**, in Kerhonkson, N. Y.; **Barbara Ingalls Trerise**, in Parishville, N. Y.; and **Harrietta Scannell**, in Smithtown, Branch, Long Island, N. Y.

Working as dietitians are **Ina Burt Bean** at Cortland State Teachers' College; **Geraldine Lewis Derry** at Cornell, and **Ann MacLenathott** at the University of Delaware.

Two of the graduates have gone on with their studies. Doing graduate work are **Gertrude Strong**, who is studying Economics of the Household here at Cornell, and **Carolyn Ross**, who is taking up early childhood education at Cortland State Teachers' College.

In the business world doing secretarial and clerical work are **Arline Braveman**, Secretary Corps of Engineers, U. S. Army, N.Y.C.; **Marion Hartwig**, Dept. of Agricultural Economics, Cornell; **Rayma Kale**, sec. to Art Editor, Woman's Day Magazine; **Barbara Kane**, Editor's dept, Harper's Bazaar; **Sally Lou Kerman**, General Electric Co., Schenectady, N. Y.

Others are **Janet Heller** and **Phyllis Berger**, Market Research Ass't, N. Y. C. Extension Reg. Food Marketing Office; **Charlotte Berley**, Adv't dept., Esquire, N.Y.C.; **Rosalie Mc Dermott**, Ass't. Buyer, Mercantile Stores Inc., N. Y. C.; **Joy Rees**, market research, Westinghouse Electric Corp., Elmira, N. Y.; **Jean Sprott**, Research Ass's and Draftsman, Lamont Geological Lab., Palisades, N. Y.; **Joanne Myers**, home service representative, Ohio Fuel Co., Tiffin, Ohio. **Patricia Robinson**, representative of Childcraft Co., New Haven, Conn.; and **Nancy Codling**, nutritionist, Beech-nut Packing Co., Albany, N. Y.

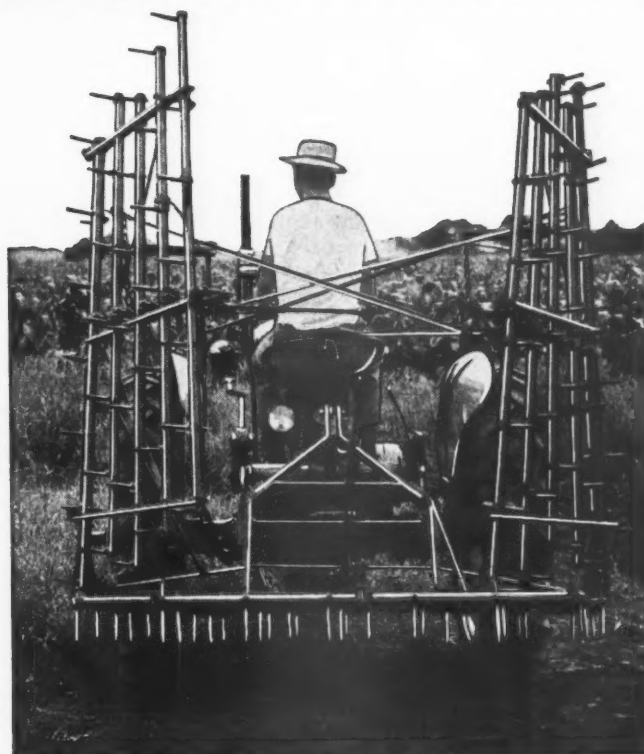
# A New Way OF FARMING FOR THE NEW GENERATION.....

## EAGLE HITCH Farming



At chore time when the weather is bad, when uneasy elements fling themselves against the barn, a feeling of satisfaction comes to farmer and son. Evening milking goes on, matched in calmness only by the cow herself as she chews contentedly, oblivious to the angry weather. Warmed by her flanks, comforted by her contentment, calmed by her quiet, her masters feel a glow of contentment unknown to city folks.

Another kind of satisfaction the farmer enjoys is brought by work done well and on time—a sturdy foundation laid for the bountiful harvest to come. Modern power machinery with its many production-boosting advancements help him, increasingly, to feed and clothe our rapidly expanding population. Today he has a brilliant new way of farming—Eagle Hitch Farming—created by Case to make his labors easier, more pleasant, and more productive. It brings to the farmers of your generation new dignity, new rewards, new ability to serve mankind.



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# CASE

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# A New Course For Cornell

**A need of ag students for knowledge on milk pricing and distribution is recognized.**

By Conrad Oliven '53

Are milk prices beyond the control of farmers? No, certainly not, claims Dr. Leland Spencer, one of America's foremost authorities on milk pricing.

But Dr. Spencer is concerned more than ever by the general lack of understanding of marketing the product that makes up nearly one half the total farm income in New York State.

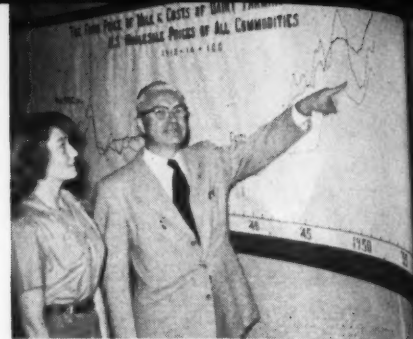
Said he, "There is a need for helping a much larger group to understand the principles and practices of milk pricing. The need for that has been impressed upon me through my experience as a participant in public hearings under federal and state milk orders.

"The limited knowledge that dairy farmers, farm and cooperative

leaders, county agents and others have of this subject makes it difficult to develop sound policies of milk pricing and to obtain acceptance of these policies under our democratic system."

Bill Hoffman '52, dairy science major and last year's business manager for the Countryman, was also concerned. Logically he asked, "If dairy farmers and their representatives are not well informed how can they play a proper role in determining prices?" He also wondered how many students who would someday be connected with the dairy industry in one capacity or another had sufficient knowledge of this subject.

He tried a simple test. Strolling into the Countryman office last May, he casually asked staff members how prices paid to dairy far-



Anna Maier '52 listens to Dr. Leland Spencer's explanation of changing milk prices. Dr. Spencer will teach the new course in milk pricing.

mers would be affected now that the State Legislature had approved the use of the take out and pay back plan in New York.

"What is the take out and pay back plan?" we wanted to know. Hoffman was disturbed. On the staff were students majoring in animal husbandry, dairy science, extension, and vo-ag and none knew the answer.

In a session with the editors it was decided to find out how interested other students were in milk price determination. A survey questionnaire was drawn up and distributed among students majoring

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in animal husbandry, extension, and rural education.

The results showed that over half (53 per cent) of these undergraduates felt that they did not have, or would not have received by graduation, adequate training in milk pricing and marketing. Advanced students generally felt a greater need for training in this field than did lower classmen.

#### Students Lack Understanding

A majority (76 per cent) of the 126 students polled thought an understanding of milk prices would help them in their life's work. Of course, a few students were not interested. Commented one senior, "I'm not as worried about milk as I am about potatoes."

Students who said they knew how milk prices were determined had taken Prof. Spencer's course—Ag Ec 143, or learned the fundamentals in other courses, in high school, from current literature, or picked up the information on the home farm.

"But quite a number of the students polled said they were familiar with the pricing of milk, and yet when asked two simple questions concerned with milk pricing, did not answer correctly," Hoffman remarked in summarizing the results.

#### New Course Planned

A discrepancy was obvious. Only a minority of students majoring in farm subjects, or in rural education and extension have enrolled in the dairy marketing course. Yet the survey indicated a definite need for more training.

The question was how to get it. We consulted Dr. Spencer and were surprised to hear him say, "While you have been studying the matter, we have been working on it also."

As a matter of fact, the present dairy marketing course, Ag Ec 143, will be split into two parts, Dr. Spencer declared. Previously the course was of an intensive nature, suitable for training professional dairy economists.

Starting next term that part of the dairy marketing course which relates to the management of dairy businesses will be split off and com-

(Continued on page 19)

*Tells the agriculture journalist how to write the kind of news stories, articles, and radio and television material that editors and program directors want.*

## REPORTING AGRICULTURE Through NEWSPAPERS, MAGAZINES, RADIO, TELEVISION

By *William B. Ward*, Prof. of Agricultural Journalism  
and Head of the Dept. of Extension Teaching and Information at  
Cornell University

CASE HISTORIES and pictures illustrate just *what* successful journalists do to succeed, and *why* their methods work.

The requirements of editors and program directors for acceptable articles and radio programs are set forth. Newswriting receives major emphasis, but writing of magazine articles, radio and television material, and standards for illustrations are also thoroughly treated.

The steps by which a story idea becomes a printed article are graphically illustrated by these case histories. They show how well-known journalists do their research and the present various writing techniques.

As a text or as an on-the-job aid, *Reporting Agriculture* is a most effective guide in the field of journalism.

REPORTING AGRICULTURE PRAISED BY BRISTOW ADAMS IN  
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"The book has a wide and general interest. It has very definite advantages in the 'how-to-do-it' parts of the book, telling what should be done and what should not be done, and as a matter of fact, it takes up a great many things that are left out of other books and it becomes a compendium of useful information in regard to telling about agriculture . . ."

374 Pages, 50 Illustrations. \$4.00

COMSTOCK PUBLISHING ASSOCIATES

A division of Cornell University Press, Ithaca, New York

## Campus Clearinghouse

### Bacamia

(Continued from page 10)

movies on pertinent topics. These are to be presented in the monthly meetings. With Stephenie Terni as social coordinator, plans for parties, picnics and trips are being made. The group has made a trip to Hammondsport to visit the vineries this fall. All the parties and picnics as well as the other activities include both the faculty and students.

The group at present is trying to obtain a complete open membership to include all those interested in bacteriology or related subjects. Under the leadership of their president, Howard Adler, and with the advice of their newly elected advisor, Dr. H. D. Naylor, Bacamia hopes to increase the membership and activities for this year and the future.



(Left to right) Herman Hensel '53, Wolcott Stewart '53, Jack Wysong '53, Glenn MacMillen '54 members of the 1952 Dairy Cattle Judging Team and their Coach Professor George W. Trimberger line up with miscellaneous trophies.

### Cattle Judging Success

The Cornell dairy cattle judging team ranked near the top in a recent intercollegiate contest at the Eastern States Exposition at Springfield, Mass.

The team, coached by Professor G. W. Trimberger, placed 3rd in a field of 13. They were 1st on Holsteins, 2nd on Jerseys, and 3rd on Guernseys.

Members of the dairy team are Herman Hensel '53 of Batavia; Jack Wysong '53 of Forest Home, Md.; Wolcott Stewart '53 of Piffard; and Glenn MacMillen '54 of Cobleskill, alternate.

In individual ranking, Hensel was 3rd on Holstein, and 4th on Brown Swiss; Wysong placed 3rd on Jerseys, 7th on Holsteins, and 10th on Guernseys; Stewart was 1st on Holsteins, 2nd on Jerseys, 5th on Guern-

#### Announcement:

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seys, and 3rd high for all breeds combined.

The first week in October the team returned victorious from Waterloo, Iowa, where they competed with college teams from 30 states at the National Dairy Cattle Congress.

Cornell placed 1st in judging all breeds, and 2nd on Holsteins.

The team was awarded the J. M. McDonald farm trophy, which is a rotating trophy for the highest winners in all breeds. They also received permanent possession of the Dairy Cattle Congress trophy. Each team member and the coach was the recipient of a leather traveling bag.

Individually in the contest, Hensel placed 3rd on Brown Swiss, 3rd on Holsteins, and 3rd on all breeds; Stewart was 1st on Holsteins; and Wysong placed 2nd on Guernseys, 9th on Ayreshires, and 10th on all breeds. Hensel also achieved 4th place in oral reasons.

## Livestock Team Places Third

The Cornell livestock judging team, coached by Professor J. I. Miller, placed 3rd in a field of eight college teams at the Eastern States Exposition at Springfield, Mass., in September. The team ranked 1st on horses, and 2nd on sheep.

Cornell was represented by George Emde, Jr., of Lodi, Calif.;

Charles Durland '53 of Florida, N. Y.; Robert Reid '54 of Caledonia; Jack Perry '54 of Washington Mills; and Jess Brewster of Parlin, Colo. Alternates on the team were Roland Thomas of Spencer; and Fred Paul '54 of Gunnison, Colo.

Reid was 7th high man in judging all classes, and Durland, with 1st on horses, 10th. Emde was 2nd on sheep, and tied for 5th on horses with teammate Perry.

## Kermis Elects

Kermis has chosen its officers for the year, and production will soon be under way for its first play, to be presented shortly before Christmas.

Dave Bullard '53 is president of the organization. Other officers are Jane Rassmussen '55, corresponding secretary; Tim Cannon '55, technical manager; and Betty Dean '54, student director. Dr. Richard P. Korf will direct Kermis productions, and the faculty advisors are Professor Chester Freeman and Miss Mary Eva Duthie.

## These College Students!

As ye smoke, so shall ye reek.

\* \* \*

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Phone 2521 Ithaca, N.Y.

### Grange Under Way

One of the first of the Grange's activities this year was an open house on October 3 for freshmen in connection with 4-H.

The Cornell Grange exhibit at the Tompkins County Fair came in 6th out of 13 entries.

Mrs. Keith Norton '52 of Cornell Grange has become Flora in the Pomona Grange. Marjorie Board is Lady Assistant Steward.

### Ho-Nun-De-Kah Holds Annual Barbecue

The early fall activities of the ag honor society, Ho-Nun-De-Kah, featured the annual Beef Barbecue at Wing Hall in honor of the freshman scholarship holders. The event is sponsored each year by Dean Myers of the College of Agriculture and presented by Ho-Nun-De-Kah.

An assembly of the ag freshmen was also held during Orientation Week by the society. The freshmen were broken down into discussion groups of each ag major, with a member of Ho-Nun-De-Kah leading a discussion of courses and problems with which the students will soon become more familiar.

### Search for Uranium

"Triple" phosphate contains two and a half to three times as much phosphorus as the phosphorous compounds in most mixed fertilizers. It is becoming increasingly abundant for use in mixed fertilizers because uranium, an essential element in atomic fission, can be obtained from its manufacture.

Farmers should welcome the use of triple phosphate for it means that the same amount of plant food can be obtained from smaller volume of fertilizer.

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## New Course

(Continued from page 15)

combined with a course of lectures on dairy organization and management. These lectures are intended mainly for dairy majors and other students interested in training for business.

The main part of the dairy marketing course will be recognized and directed especially toward the needs and interests of students who plan to farm or to work with farmers as extension agents, vocational-agriculture teachers, and field men for cooperatives, milk companies, and other agricultural businesses. This new course, called pricing and distribution of milk, will give special emphasis to pricing, and will be a 3-hour credit course.

As Dr. Spencer puts it, "We intend to wrap up this vital subject of milk pricing in a smaller, neater package, so that more of the students who need this training can get it conveniently.

### Of termites . . .

A termite interrupted his work to tell another, "Oh boy, will this

bring down the house."

### . . . and piglets.

A little pig, about to be served up as a ham on the dinner table of Hedy Lamarr, rose from the platter, made a courtly bow and declared, "I die a perfect gentleman, my last gesture is to give my seat to a beautiful lady."

### of eagles . . .

A bald eagle strutted about endlessly, expanding his chest, spreading his wings and looking too noble for words, until his mate pooh-poohed, "Oh you and your everlasting 'E pluribus unums'!"

### . . . and froglets.

A frog told his dinner companion, "I won't be able to do much talking tonight, I've got a man in my throat."

### Keep off the Grass!

A doughty young private of Leeds Rashly swallowed six packets of seeds.

In a month, silly ass,  
He was covered with grass,  
And couldn't sit down for the weeds.

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Near Campus Gate

## White Tail

(Continued from page 7)

opened. This year, because of overpopulation, there will be no restrictions against shooting does on the last two days of the season. There is a great deal of opposition to this move from nature lovers, but it is the only practical way to control an economic pest.

The White-tails are easily tamed, and they present no problem to their captors as far as food is concerned. Vegetables, mosses, leaves, acorns, beechnuts, chestnuts, running water, access to rock salt, and the deer's menu is complete. As far as looks are concerned, the age of a buck greatly affects his appearance, whereas, outside of weight, size, and color shadings, does have no decided marks of age. The appearance of a buck's neck and head, the form of his hoofs, and the size or symmetry of his antlers will supply definite data concerning his age. The oldest bucks don't necessarily have the finest horns. A buck is in prime antler at from six to nine years, and a six or seven year old buck carries the best horns.

### Color Markings

The color of sexes is similar. In summer the body color is a reddish brown, with belly, underside and tip of tail, inside of legs, and throat patch white. There is a whitish band

across the nose and ring about the eye. The spot on each side of the nose is blackish. The upper surface of the tail is dusky. In winter the body color is grayish to grayish-brown. The hair is somewhat long and brittle in character. The young have reddish-brown or white spotting until the fourth or fifth month.

### Harmony of Movement

The White-tail is exceedingly graceful when in motion. One enthusiastic sportsman writes of it; "The White-tail moves with indescribable spring and buoyancy. If surprised close up, and much terrified, it simply runs away as hard as it can, at a gait not materially different from that of any other game animal under like circumstances. . . But normally its mode of progression, whether it trots or gallops, is entirely unique. In trotting, the head and tail are both held erect, and the animal throws out its legs with a singularly proud and free motion. . . In the canter or gallop, the head and tail are also held erect, the flashing white brush being very conspicuous. Three or four low, marvellously springy bounds are taken, and then a great leap is made high in the air, which is succeeded by three or four low bounds, and then by another leap." Between trees, through thickets, finally disappearing; the woods have given protection to another White-tail.

*Norton Printing Co.*

**Phone 4-1271**

## Taste Testing

(Continued from page 8)

1891. Though crop rotation is one control, entomologists have been searching for an active insecticide which would be cheap, easy to apply, and would not cause injury to the soil. Drs. W. A. Rawlins and A. C. Davis of Cornell have played an important part in this work.

In 1945 England announced that at last they had found the ideal wireworm killer, containing benzene hexachloride. Soon a deluge of pro-

spective compounds were developed but some of these caused a great change in the flavor of potatoes, which means they would disflavor other vegetables too.

Work is now going on with other vegetables, and with foliage sprays which act as insecticides. Peaches are a good representative fruit so they too are being tested by taste.

Few people realize that not only are insecticides and better varieties of fruits and vegetables being developed, but that much consideration is given to how they will taste

when they're served to the family at dinner time.

## No Peace, No Prize

About the beginning of October the Nobel Committee announced that there would be no award of the Nobel Peace Prize in 1952. This is the eleventh time the award has been withheld since its initiation in 1901.

What's the matter with everyone, job too hard?

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## Al's Dairy Bar

**"Hot Sandwiches A Specialty"**  
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COLLEGETOWN  
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## Your Problem:

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## Solution:

**GLENN'S**  
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**and**  
**CONVERSATION DELUXE**

**Where??**

Corner Dryden Rd. and College Ave.

**PHONE 4-9176**

**When??**

7:30 a.m. — 10:00 p.m.

### Ward Writes Reporting Agriculture

"A two-way bridge of understanding must be built between people in the cities and people who work the soil." It is to this purpose that William B. Ward, Professor of Agricultural Journalism and Head of the Department of Extension Teaching at Cornell, has composed an excellent and inspiring book, *Reporting Agriculture: Through Newspapers, Magazines, Radio, Television*.

Fresh off the Cornell University Press, this book has a wide and general interest. Appealing simultaneously to the person seeking to enter one of the fields of agricultural journalism, and to the person already engaged in one of these fields but desiring to progress faster, this summary of useful information about the accurate reporting of agriculture is illustrated, and is supplemented by appropriate case-histories.

### Rural Pitfall . . .

A farmer once named a cow Zepher. She seemed such an amiable hephyr. But when he drew near, She bit off his ear And now he is very much dephyr.

### . . . and Urban Pitfall

There was a young girl from St. Paul,  
Wore a newspaper dress to a ball,  
But the dress caught on fire,  
And burned her entire  
Front-page, sporting section, and all.

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## Party Platforms

(Continued from page 6)

ministered. In line with conservation, the Republicans stand for sound land use, reforestation and water management practices in controlling floods. This, in effect, means that dam construction alone is ineffective from the Republican standpoint, as evidenced by Eisenhower speeches.

Secretary McCormack viewed the GOP stand on conservation as "carefully worded to permit the abolition of the Federal Soil Conservation Service and the Agricultural Conservation Program." Taking an analogous stand, he called for "accelerated programs of upstream flood prevention, watershed protection, and soil, forest, and water conservation." Likewise, these programs would be continued with the widest possible farmer participation under the Democratic administration.

### Agreement Again

In equal degree, *both parties* recommend expansion research and education facilities and more profitable market outlets.

Again, *both parties* pledge support of "farmer owned, farmer operated" or "bonafide farm" cooperatives. The *Democrats* also promise to protect them from punitive taxation.

Crop insurance, not yet a tried and true policy, is included on a

voluntary self-supporting basis in the *Republican* plank, while the *Democrats* seek expansion along this line "as rapidly as experience justifies."

Senator Aiken cited the Republican stand for further development of rural electrification and communication. Secretary McCormack pledged his party's continued fight to make electricity and telephones available to every rural home.

And there you have it. November 4 will decide which slogan has been most effective: "It's time for a change" or "Don't change horses in the middle of the stream."

### Tempus fugit

Backward, turn backward,  
Oh, Time in your flight,  
And tell me just one thing  
I studied last night.

### Too much to eat

Two lions escaped from the zoo, and didn't meet again for three months. By this time, one was sleek and overfed; the other, on the verge of starvation. The unfortunate lion whined, "I never saw you looking so well. What on earth have you found to eat?"

"S-s-sh!" exclaimed the other. "I've holed up in the Pentagon Building and eat a general or an admiral or two every day. So far nobody seems to have noticed it."

There was a young damsel named  
Carol,  
Who liked to play stud for apparel.  
Her opponent's straight flush,  
Brought a maidenly blush  
And a hasty trip home in a barrel.

\* \* \*

Now I lay me down to sleep  
The lecture's dry, the subject's deep.  
If he should quit before I wake  
Give me a poke for goodness sake!

## Bill's Luncheonette



### BREAKFASTS

### SANDWICHES

### FOUNTAIN SERVICE



65c  
Special

Student Lunch  
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Around the Clock Service

408 College Ave. Tel. 2851

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## This Is Our Job

Dean W. I. Myers called for a "continuous stream of well trained men and women in agriculture" as one of the essential factors for continued agricultural progress in a welcoming address before 500 freshmen during Orientation Week.

Mentioning the probability of a long international struggle, the Dean of the College of Agriculture advised the group to "get the best possible training while you have the chance." He further urged the freshman class to do their "full part in the preservation of freedom and dignity of the individual."

Citing an anticipated population of 190 million by 1975, Dean Myers felt that the American standard of living could be maintained at a high level. He was also confident that three million farm families would produce the nation's food—with no appreciable acreage increase, if given the needed requisites including adequate agricultural research and education at all levels, as well as "reasonable freedom from government restrictions."

He based this optimism on agricultural progress in the last three decades. Although the population increased 43 per cent over that period, 60 per cent more food is produced today than 30 years ago on the same acreage by a sharply declined farm population.

This record in farm production and efficiency was credited by the Dean to mechanization, specialization, and the application of science to agriculture, largely made possible by research and extension workers.

"But agricultural colleges and experiment stations—popularly considered as farm institutions to serve farmers—actually serve the welfare of consumers as well as producers." This Dean Myers deemed appropriate, especially in New York State, since expenses for agricultural research are borne by a large percentage of the population not living on farms.

## Party Splinters

About four months ago the platform writers and propaganda experts of the Democratic and Republican parties sat down separately, and at an interval of about a fortnight, wrote their respective party platforms.

Starting with such large timbers as building an honorable peace, foreign policy and national defense they progressed to major planks on a stabilized economy, communism, and small business in the free economy. Finally they added the caulking between the planks to make the platform a sound one: for Alaska and Hawaii—statehood; for the American Indians—full citizenship rights; for the District of Columbia—self-rule and national representation.

While they were laying the 2x8 planking they came to one named "agriculture." Sighting it before they layed it in place they saw that it was a bit warped and out of tune but with the aid of a couple of extra twenty penny nails and a compromise here and there both parties managed to get the plank layed edge to edge with the others.

Both party planks contain the idea of equality of income for the

farmers and non-farmers, and it appears to be a good one; however, we are not sure that the Democrats rigid price support at 90% of parity is the best or only way to achieve that equality of income.

We are not in favor of connecting to the government, through direct payments, any more people than are absolutely necessary. It is absurd to believe that just because a man is a farmer he should be paid by the government for his work. Garage mechanics are not so paid—yet.

The Democrats spend much time patting past policies on the back and attribute most of the gains of agriculture over the past 15 years to the fact that the Democrats were in office—saying little about the scientific advances of the decade and a half, and less about the 15 years of wartime conditions.

The planks of both parties have a number of serious splinters in them, but we believe the Republican plank takes a stronger stand for the freedom of the individual farmer from government domination, and at this moment in American life we feel such a stand against government domination is necessary.

## You Never Had It So Good

The useful old refrain "You never had it so good" is echoing off the walls as the election campaign draws to its close. It is an old refrain used by the party in power whenever it has escaped depression during its administration and affairs seem to be pretty good on Main Street.

It is useful because fairly often it keeps voters from thinking—thinking about what conditions really are and what sort of goodness they are actually having. And that is what the present administration is using it for now.

*You* probably never have had it so good. But *you* probably have never worked except for hourly or monthly wages. That is different than working in an office for a salary. And how well off are the people who saved money during their earning years, and now, well along in retirement, are attempting to eke out their existence on savings that are worth only half of what they were only a decade ago?

*You* probably never had it so good. But *you* probably are not married. Married couples, trying to raise a family or buy a house or just plain keep their heads above water—they are not necessarily having it "so good." Many of them are going into debt and increasingly so as time passes.

"You never had it so good" but what about the country as a whole? *You* are a member of the American public. That debt they talk about in politics as the national or public debt is something you have a share of. It is called a public debt but it is just as real as the \$5.70 you owe the grocer. Neither debt can be cancelled or forgotten.

So, although your own position may be "good" there are other people who don't believe they are having it "so good" now and the country as a whole is certainly not sound or stable as long as the national debt remains at its present heights.

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**SEE THE**

# Grand Champion Steer **SELECTED** **ON TV**

## **International Livestock Exposition**

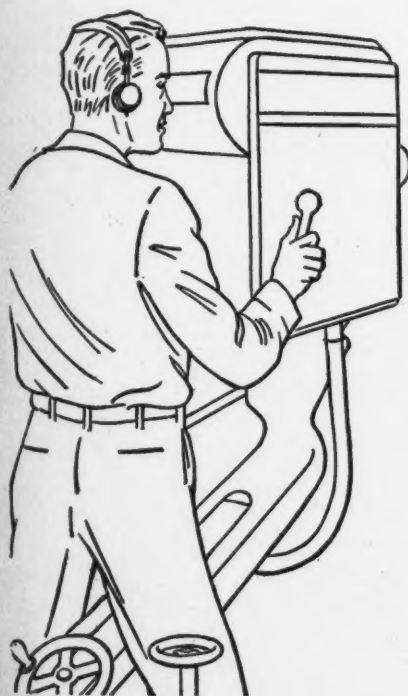
**December 2 — 2:00-3:00 p.m. (cst)**

Again this year Allis-Chalmers brings you a front-row seat at the judging of the Grand Champion Steer at the International Livestock Exposition in Chicago. Don't miss this on-the-spot coverage if you are within range of a network television station.

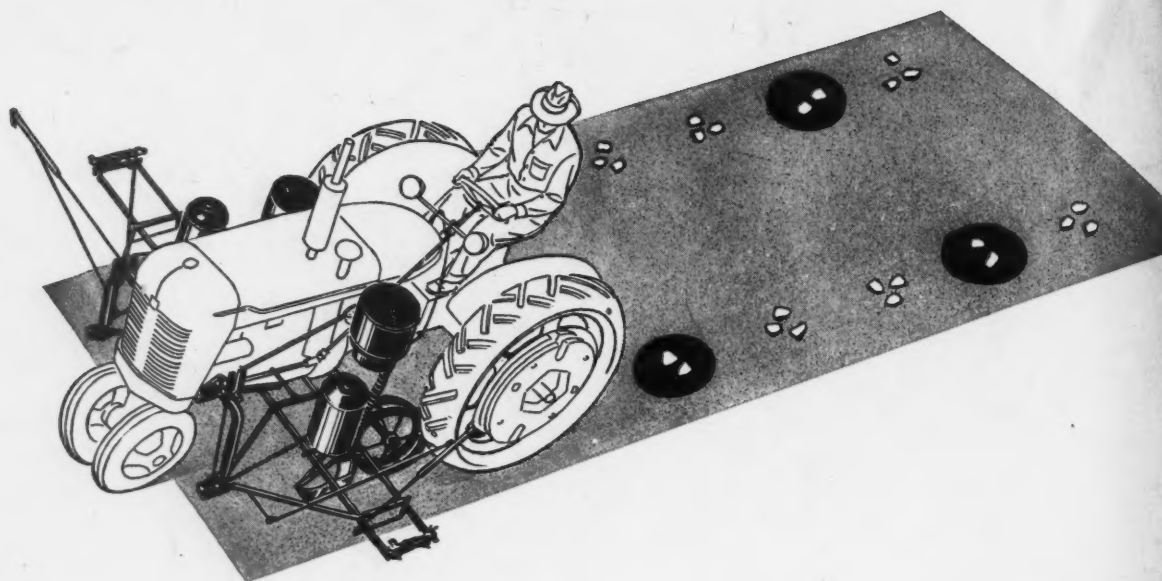
This hour-long telecast will bring top livestock officials and judges in action, national 4-H Club winners, and the carlot champions as well as selection of the Grand Champion Steer. Other highlights are meat-cutting and cooking demonstrations, 4-H interviews and a livestock feature by the USDA. (Occasionally the camera will scan the audience where you may see friends and neighbors attending this great event in person.)

Reserve Tuesday, December 2 as Livestock Exposition telecast day.

If you are not sure that your local TV station has scheduled this telecast, then drop a note to the Program Director of that station. Tell him of your interest in this great event to be carried nationwide by NBC under the sponsorship of Allis-Chalmers.



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Washington, D. C.

## How the **McCormick Fertility-Level Planter** helps **INCREASE** Corn Yields

The McCormick clutchless check-row or hill-drop planter makes it possible to match corn plant population with available plant food. This promotes maximum yields in relation to soil fertility.

Planting too few or too many kernels in a hill reduces corn yields. The first extreme fails to utilize available plant food. The second may result in nubbins or barren stalks.

The number of kernels dropped in each hill is regulated by changing the rotating speed of continuous-running seed plates. This enables the planter to plant 1 and 2-kernel hills, or 2's and 3's, 3's and 4's, or 4's and 5's in practically any combination to match the fertility level of each field.

The McCormick clutchless check-row or hill-drop planter provides a completely new solution to a vexing farm problem. It is a typical result of progressive IH engineering that is helping to make farming a more profitable business, and a better way of life. A copy of the booklet—McCormick Forward-Mounted Corn Planters—which explains fertility-level planting in detail—is yours for the asking.

| *POPULATION<br>IN KERNELS<br>PER ACRE | KERNELS PER HILL<br>IN RATIO OF<br>EVERY 100 HILLS | AVERAGE<br>KERNELS<br>PER HILL |
|---------------------------------------|--|--------------------------------|
| 7330                                  | 13-ones and 87-tvos                                | 1.87                           |
| 7840                                  | 100-tvos   | 2.00                           |
| 8389                                  | 86-tvos and 14-threes                              | 2.14                           |
| 8820                                  | 75-tvos and 25-threes                              | 2.25                           |
| 9800                                  | 50-tvos and 50-threes                              | 2.50                           |
| 11015                                 | 19-tvos and 81-threes                              | 2.81                           |
| 11172                                 | 15-tvos and 85-threes                              | 2.85                           |
| 11760                                 | 100-threes   | 3.00                           |
| 12583                                 | 79-threes and 21-fours                             | 3.21                           |
| 15680                                 | 25-threes and 75-fours                             | 3.75                           |
| 15700                                 | 100-fours  | 4.00                           |
| 16788                                 | 72-fours and 28-fives                              | 4.28                           |

\*40 x 40-inch row spacing.



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